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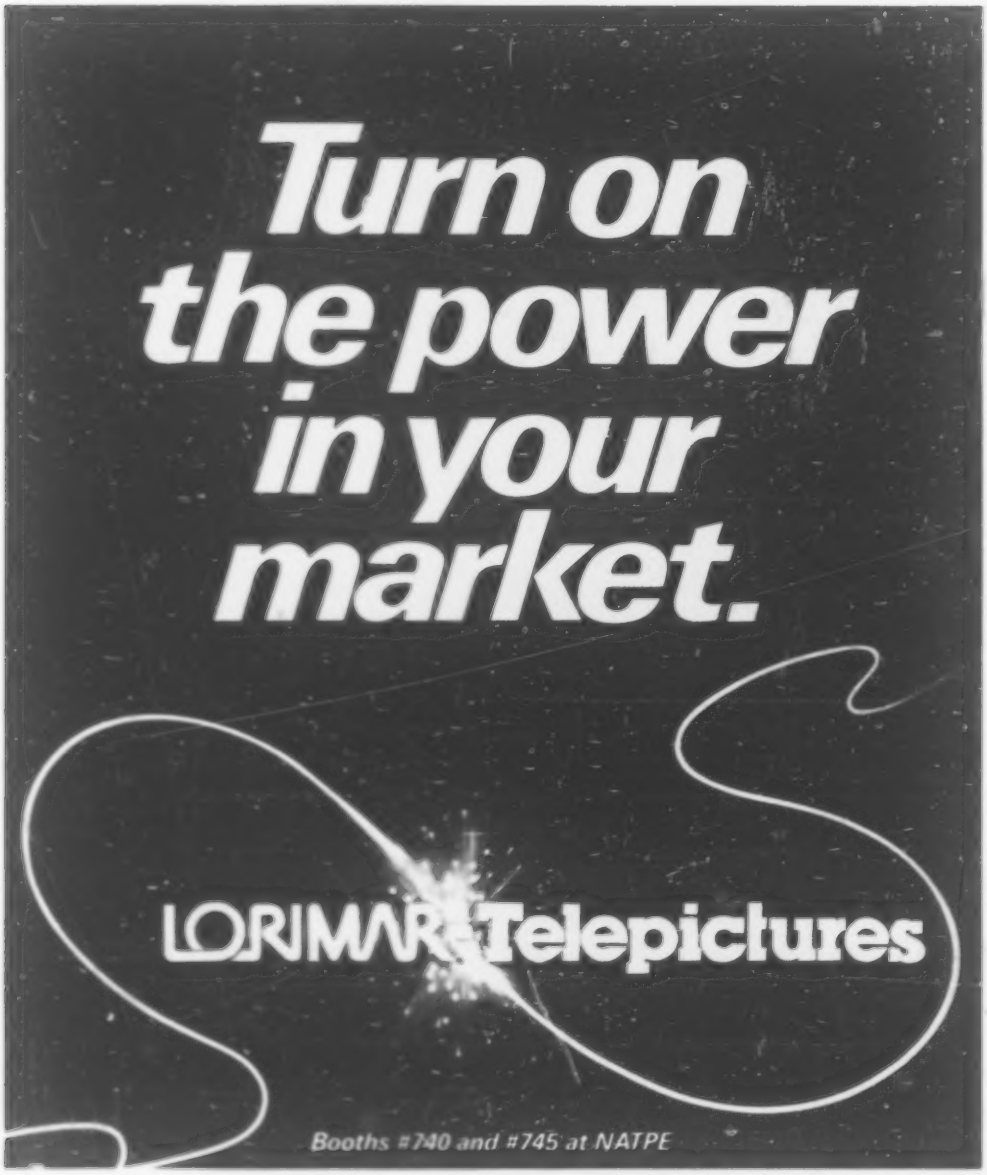
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 13



55th Year 1986
Winding down from INTV
Getting programe
for NATPE

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Vol. 110 No. 2

Broadcasting Jan13

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Advancing on the NAB board meeting
Coverage from INTV □ Preview of NATPE

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ing a Niche in the New York Market." Copacabana, New York.

Jan. 23-24—*Broadcast Promotion and Marketing Executives* board meeting. MGM Grand, Las Vegas.

Jan. 24—Deadline for entries in *Broadcast Designers' Association* international design competition. Information: BDA, 251 Kearney Street, suite 602, San Francisco, 94108; (415) 788-2324.

■ **Jan. 26-28**—*California Broadcasters Association* winter convention. Keynote speaker: Dr. Robert Schuller, *Hour of Power* television ministry. Sheraton Plaza, Palm Springs, Calif.

■ **Jan. 27**—*National Academy of Television Arts and Sciences, New York chapter*, dinner. Copacabana, New York.

Jan. 27-28—*American Teleport Association* annual meeting and conference. Capitol Hilton hotel, Washington. Information: (703) 734-7011.

Jan. 27-31—*Midem*, second international radio program market. Palais des Festivals, Cannes, France. Information: (516) 364-3686.

Jan. 29—*National Association of Broadcasters'* seminar on how to reduce business costs related to telephone service. NAB, Washington. Information: (202) 429-5380.

■ **Jan. 29**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert Pittman, MTV Networks. Copacabana, New York.

Jan. 30—Presentation of Sunny Awards for radio commercials produced in southern California, presented by *Southern California Broadcasters Association*. Sheraton Premiere hotel, Universal City, Calif.

Jan. 31—Deadline for entries in 18th annual Robert F. Kennedy journalism awards for outstanding coverage of the problems of the disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: Sue Vogelsinger, 1031 31st Street, N.W., Washington, 20007; (202) 628-1300.

Jan. 31—Deadline for entries in AM Stereo Radio promotion contest, sponsored by *National Association of Broadcasters*. Information: Radio Dept., NAB, 1771 N St., N.W., Washington, 20036; (202) 429-5417.

Jan. 31-Feb. 1—"Technology in Orbit," seminar sponsored by *Smithsonian's Resident Associate Program* with assistance from *Public Service Satellite Consortium*. Smithsonian, Washington. Information: (202) 357-3030.

February

Feb. 1—Deadline for entries in Gavel Awards, sponsored by *American Bar Association*, recognizing media contributions toward increasing public understanding and awareness of legal system. Information: ABA, 750 North Lake Shore Drive, Chicago, 60611; (312) 988-6137.

Feb. 1—Deadline for entries in fifth annual advertising journalism awards competition, sponsored by *Saatchi & Saatchi Compton Inc.*, New York advertising agency. Information: (212) 350-7870.

Feb. 1—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*, presented for programs and public service announcements that make "significant contributions toward improving service to children on broadcast and cable television and on radio." Information: (617) 527-7870, ACT, 46 Austin Street, Newtonville, Mass., 02160.

Feb. 1-4—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Feb. 2-5—*National Religious Broadcasters* 43d annual convention and exposition. Sheraton Washington, Washington.

Feb. 4—*Broadcast Pioneers* Mike Award dinner. Pierre hotel, New York.

Feb. 4-5—*Arizona Cable Television Association* annual meeting. Phoenix Hilton. Information: (602) 257-9338.

■ **Feb. 5-8**—*International Radio and Television Society* faculty/industry seminar: "Merger Mania ... the Media Explosion—Can It Be Business As Usual?" Keynote speaker: ABC's James Duffy. Rye Town Hilton, Rye, N.Y., and (Feb. 6-7) Waldorf-Astoria, New York.

Feb. 6—*International Radio and Television Society* newsmaker luncheon. Speaker: Brandon Tartikoff, NBC; Brandon Stoddard, ABC, and Bud Grant, CBS. Waldorf-Astoria, New York.

■ **Feb. 6**—*Ohio Association of Broadcasters* Toledo managers' meeting. Sofitel hotel, Toledo, Ohio.

Feb. 7-8—*Society of Motion Picture and Television Engineers* 20th annual television conference. Theme: "Tools and Technologies for Tomorrow's Television." Chicago Marriott. Information: (914) 472-6606.

Feb. 8—Video dramatization workshop (15 sessions), sponsored by *Global Village*, nonprofit video production group and media center. Global Village, New York. Information: (212) 966-7526.

Feb. 9-12—*American Association of Advertising Agencies* winter annual meeting, sponsored by *Southern region*. Marriott's Camelback Inn, Scottsdale, Ariz.

Feb. 9-14—21st annual engineering management development seminar, sponsored by *National Association of Broadcasters* in conjunction with *Center for Management Institutes*. Purdue University, Stewart Center, West Lafayette, Ind.

Feb. 11—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

■ **Feb. 12**—*National Radio Broadcasters Association-FCC* "AM Town Meeting," featuring James McKinney, FCC Mass Media Bureau chief. Marriott Downtown hotel, Chicago.

Feb. 12—"The Politics of Office Survival," panel sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington.

Feb. 12—*Women in Cable, San Francisco Bay Area chapter*, second governmental relations seminar. California Cable Television Association Office and State Capitol building, Sacramento, Calif. Information: Sharon Reneau, (415) 428-2225.

Feb. 12-14—18th annual *Georgia Cable Television Association* convention. Omni International hotel, Atlanta.

Feb. 13-14—Leveraged acquisitions and buyouts, program sponsored by *Practising Law Institute*. Century Plaza hotel, Los Angeles.

Feb. 13-16—*Howard University, School of Communications*, 15th annual communications conference. Theme: "Communications: A Key to Economic and Political Change." Howard University campus, Washington. Information: (202) 636-7491.

Feb. 14—Deadline for entries in Edward R. Murrow Award, recognizing outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

■ **Feb. 14-15**—*South Florida Black Media Coalition* second annual conference. "Facing the Future of Communications." Airport Marriott, Miami.

Feb. 15—Deadline for entries in The Vanguard, award for portrayal of women, and deadline for entries in 14th annual Clarion competition, for excellence in all areas of communication. Both contests sponsored by *Women in Communications*. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

Feb. 16-18—*Louisiana Association of Broadcasters* annual convention. Embassy Suites hotel, Baton Rouge, La.

Feb. 17—Deadline for papers for *National Association of Broadcasters'* broadcast engineering conference, held in conjunction with NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N Street, N.W., Washington, 20036.

Feb. 18—*Ohio Association of Broadcasters* sales workshop. Harley hotel, Columbus, Ohio.

Feb. 18-19—*Institute of Electrical and Electronics Engineers* annual meeting. Theme: "The Impact of Cultural Values on Engineering Excellence." Red Lion Inn, San Jose, Calif. Information: (212) 705-7647.

Feb. 18-19—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison, Wis.

■ **Feb. 18-19**—*Illinois Broadcasters Association* sales caravan-Springfield. Brandywine Inn, Sterling, Ill.

Feb. 21-23—*Oklahoma Association of Broadcasters* annual winter meeting. Marriott hotel, Oklahoma City.

Feb. 25—*National Press Foundation's* annual awards dinner, including presentations of annual Sol Taishoff Award for Excellence in Broadcast Journalism and 1986 Editor of the Year Award. Washington. Information: (202) 662-7350.

Feb. 25—*Association of National Advertisers* television workshop. Luncheon speaker: Grant Tinker, NBC. Plaza hotel, New York.

Feb. 25—*Association of National Advertisers* media workshop. Luncheon speaker: Ted Turner, chairman, Turner Broadcasting System. Plaza hotel, New York.

Feb. 26—*Television Bureau of Advertising* regional sales conference. Hilton Airport, Tampa, Fla.

■ **Feb. 26**—*National Radio Broadcasters Association-FCC* "AM Town Meeting," featuring James McKinney, FCC Mass Media Bureau chief. Capital Hilton, Washington.

Feb. 28—Deadline for entries in 1986 *Broadcast Promotion & Marketing Executives* Gold Medallion Awards competition. Information: San Diego State University, c/o department of telecommunications and film, San Diego, 92182.

March

March 1—Deadline for entries in fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Information: NFAC, 352 Halladay, Seattle, 98109; (206) 282-1234.

March 4-7—*Audio Engineering Society* 80th convention. Congress Center, Montreux, Switzerland. Information: (021) 53-34-44.

March 5—*International Radio and Television Society* anniversary dinner. Gold medal recipient: Grant Tinker, NBC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 5-6—*Ohio Association of Broadcasters* Ohio congressional salute. Hyatt on Capitol Hill, Washington.

March 6—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Hyatt Regency hotel, Washington. Information: (202) 463-8970.

March 6-7—Advanced cable television seminar for senior professionals, sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives conference center, Washington. Information: (202) 484-2663.

March 6-8—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 6-8—*New Mexico Broadcasters Association* 35th annual convention. Regent hotel and convention center, Albuquerque, N.M.

■ **March 7**—*Ohio Association of Broadcasters* Cleveland managers' meeting. Hollenden House, Cleveland.

March 9-11—*West Virginia Broadcasters Association* spring meeting. Holiday Inn, Parkersburg, W.Va.

March 11—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

■ **March 11**—*Ohio Association of Broadcasters* Akron/Canton managers' meeting. Quaker Square Hilton, Akron, Ohio.

March 12—*American Women in Radio and Televi-*

Errata

Purchase price for **Coca-Cola buy of** all of **Embassy Communications was $485 million,** not $130 million for Embassy TV, as reported in Dec. 30 issue. The $130 million represented net investment Coca-Cola was expected to make in Embassy (BROADCASTING, June 24, 1985).

□

The People's Choice pay-per-view network was incorrectly listed as being based in Old Greenwich, Conn., in Dec. 30 issue. The network is **based in Westport, Conn.**

'Wheel of Fortune' still king of the hill

With 'Jeopardy' in second, King World comes away with the top two spots in the Cassandra ratings report

Nielsen's November 1985 Cassandra results are in, and once again the winner is *Wheel of Fortune*. The win marks the second consecutive November sweeps victory for the show since it knocked *Family Feud* from the top perch in syndicated ratings in May 1984.

The King World-distributed access game beat its closest competitor, *Jeopardy* (another King World program), by more than seven rating points. *M*A*S*H* continued to show its durability in syndication by moving up from fourth in the November 1984 Cassandra report to third. The season's highest-rated newcomer to syndication, *The New Newlywed Game*, produced by Barris Industries and distributed by that company's Bel-Air Program Sales, was fourth. *The New Newlywed Game*, sold in 156 markets covering 90.7% of the country, had an 8.9/19.

Jeopardy's ascendancy to second place, with an 11.2/24 household rating in 169 markets covering 94.5% of the country, jumped from 15th in the November 1984 report when it was seen in 116 markets and had a 7.2/21. A year ago at this time, *Wheel of Fortune* appeared in 179 markets covering 98% of the country and had a 16.4/29. This time it scored an 18.5/32 markets covering 99% of the country.

Wheel of Fortune not only topped the charts in households, but also in demographic ratings for men and women, and for adults overall. *Jeopardy* was second among all women, and tied for second among women, 18-49, with *M*A*S*H*. Among men, *Jeopardy* was fifth overall, and 11th among men, 18-49. *M*A*S*H*, appearing in 165 markets covering 91.6% of the country, had a 9.2/20 household rating, and was third overall among men and seventh overall among women. Among men, 18-49, it was second.

Number one Wheel of Fortune

Elsewhere in the top 10, Group W Productions' *P.M. Magazine* and Paramount's *Entertainment Tonight* were ranked fifth and eighth, respectively, compared to last year's report when they ranked eighth and sixth, respectively. This year *P.M. Magazine* was seen in 53 markets covering 56% of the country and had an 8.8/15; last year in 67 markets it scored an 8.2/15. *Entertainment Tonight*, seen in 141 markets covering 89.9% of the country this year, had an 8.4/17, compared to last year when it was in the same number of markets and scored an 8.7/17.

Among the increasing number of weekly first-run sitcoms designed to eventually become strips, *Small Wonder*, sold by Metromedia Producers Corp. in 60 markets covering 67.6% of the country, rated highest, with a 7.4/15, to finish 13th overall. It was followed by 19th-ranked *Too Close for Comfort* sold by Taffner in 85 markets covering 74% of the country, which had a 6.9/14; *What's Happening Now*, sold by Columbia in 82 markets covering 74.1% of the country, which had a 5.1/11 to finish 36th, and *It's a Living*, sold by LBS in 103 markets covering 79.1% of the country, which had a 3.8/9 and finished 70th.

In daytime programing, *Donahue*, syndicated by Multimedia in 178 markets covering 97.5% of the country, had a 6.2/28. The early fringe first-run talk show, *Hour Magazine*, sold by Group W Productions in 114

Cassandra syndicated programing scoreboard

Show	rating	share	coverage	num. of mkts
Wheel of Fortune	18.5	32	99.1	192
Jeopardy	11.2	24	94.5	169
M*A*S*H	9.2	20	91.6	165
New Newlywed Game	8.9	19	90.7	156
PM Magazine	8.8	15	56.0	53
Southwest Conference Football	8.7	28	7.5	20
Three's Company	8.6	19	85.9	154
Entertainment Tonight	8.4	17	89.9	141
Fight Back	8.0	17	34.3	27
People's Court	7.8	20	94.1	162
Price is Right	7.8	15	67.0	112
Honeymooners Season	7.5	14	25.2	36
Small Wonder	7.4	15	67.6	60
Diff'rent Strokes	7.3	16	84.0	126
Hee Haw	7.2	18	79.8	170
Barbara Mandrell	7.1	19	1.4	6
Benson	7.0	15	71.6	108
Serendipity Singers	7.0	27	1.4	5
Too Close for Comfort	6.9	14	74.0	85
Country Comes Alive	6.8	12	2.0	5
Gimme a Break	6.6	13	48.4	55
Jeffersons	6.5	15	76.1	118
Fame	6.3	13	89.7	141
ACC Football	6.2	24	10.3	17
Phil Donahue Show	6.2	28	97.5	178
Sale of the Century	6.2	16	20.9	13
$100,000 Pyramid	6.2	11	34.5	42
Forrest Gregg	6.0	18	2.0	6
Archie Bunker's Place	5.7	11	19.9	13
What's Happening	5.6	13	44.1	37
WKRP in Cincinnati	5.6	14	66.2	119
Barney Miller	5.4	14	66.8	99
Big Ten Football	5.2	18	18.1	25
Smurf-Magic Flute	5.2	8	5.3	6
Taxi	5.2	12	56.8	83
What's Happening Now	5.1	11	74.1	82
Agronski and Company	5.0	14	6.6	6
Dance Fever	5.0	12	79.7	104
Hour Magazine	4.9	21	78.4	114
SFM Holiday Entertainment	4.9	13	17.9	28
Star Search	4.9	12	90.7	159
Happy Days	4.8	14	51.4	94

markets covering 78.4% of the country, had a 4.9/21. Paramount's canceled *America* had a posthumous 4.4/15. Inday, whose four parts sold by LBS Communications in 68 to 83 markets, according to Cassandra, had a 0.5 average rating. In two first-run debuts in late night programing, *Comedy Break with Mack and Jamie*, sold by Viacom in 40 markets covering 48.1% of the country, edged *Comedy Tonight*, sold by Metromedia Producers Corp. in 71 markets covering 59.7% of the country. *Comedy Break* had a 1.7/6 and *Comedy Tonight* a 1/6. Viacom's other late night entry, *Bizarre*, had a 1.6/6. *Bizarre* originated and continues on Showtime. And among other weekly late night offerings that were new in 1985, King World's *Dick Clark's Nitetime*, sold in 88 markets covering 72.8% of the country as competition for NBC's *Saturday Night Live*, had a 2.3/10.

In off-network nighttime soap operas, which some stations paid dearly for, high prime time ratings did not spell success in

Syndication ■ Marketplace

■ **Television Program Enterprises** has changed *You Write the Songs* from a strip to a weekly show. At the same time, sales of the show will be changed from cash to barter. TPE said the move was made in response to station demand. The show is a song competition among contestants and is scheduled for a fall debut. It is hosted by Ben Vereen. Stations taking the weekly version of the show will have the first option if it becomes a strip. ■ Carl Menk, former director of sales for Metromedia Producers Corp., and Glen Hagen, former general sales manager with Colex, have created **Hagan-Menk**, a sales and marketing company that will specialize in helping distributors clear product in the top 50 markets. Properties that Hagan-Menk is currently helping to clear are *Sale of the Century* and *The Judge* for Genesis Entertainment, *Purely Personal* for Colbert Television Sales, *What's in a Name* for Lionheart Television, as well as films packages and specials for Bri-Ter Television Sales. The company has also acquired 32 episodes of *Seeing Things* from the Canadian Broadcasting Corp. If the show is not picked up by the networks, it will be sold for cash in syndication. The "mystery/comedy" series involves a reporter for the *Toronto Gazette* who possess clairvoyant powers that allow him to solve mysterious crimes he encounters in his work. The show has received strong "entertainment index" numbers (a Canadian form of ratings) in its five years on the CBC (the small number of episodes is a result of small season orders by the state-owned network). Menk said that the show could work in any part of a schedule. ■ In an effort to expand its program offerings, **Multimedia** will enter NATPE with two new weekly shows. *Breakthrough*, hosted by Squire Fridell, will look at the latest in high-tech developments in a number of areas. For example, in the show's pilot, the purchase of tickets for outer-space trips (at $50,000 each) is described. Another segment will look at surgery on pre-natal infants. Sales of the info-tainment show will be on a cash plus barter basis, with Multimedia holding back one minute. It is produced by Kelly Entertainment. *Video Voyage* is the working title of half-hour weekly international video show. Production of the show will be in Amsterdam at BePOP, the largest dance club in Europe, where people will dance to videos chosen from the European Hot 100. The videos will be projected onto 50 television monitors on the club's VideoWall. Rather than adhering rigidly to what's at the top of the charts in the 11 countries that comprise the European Hot 100, the show will contain an American slant. Live performance will also be included. Cass Collins will host the show which will be sold on a barter basis with stations getting three-and-a-half minutes and Multimedia keeping two-and-a-half. Multimedia has U.S. and Canadian rights to the video show. ■ **Warner Brothers Television Distribution** says that for the 12 months ending Dec. 31, 1985 it had worldwide sales of $365,255,459, a new company record for yearly sales. Additionally, it said it set a new monthly sales record in January 1985, with sales of $70.5 million. ■ As an outgrowth of the Capital Cities-ABC merger, **Orbis Communications** has acquired 31 dramas previously syndicated by Capital Cities Productions. Among the properties is the four-part series of 30-minute *Buchanan H.S.* programs, 24 half-hour *Family Specials* and three one-hour programs, including *The Juggler of Notre Dame*, a Christmas special. With the exception of the Christmas special, all of the programs deal with controversial issues for teen-agers, such as prejudice, divorce, vandalism, the elderly, narcotics and suicide, to name a few. Orbis is making the show available to cable or for broadcast syndication immediately. ■ **The Behrens Co.** has cleared *KIDSWORLD* as a strip in 20% of the country. Some 3,000 of the best stories from the weekly series, which formerly ran in 75% of the country, are being reformatted into 130 half-hours for the strip. It will be sold on a barter basis for two runs, with three-and-a-half minutes for stations and two-and-a-half minutes for Behrens. Among clearances are WHCT-TV Hartford, Conn.; WGPR-TV Detroit; WLTV(TV) Miami; WTOG(TV) Tampa-St.Petersburg, and WIII(TV) Cincinnati. Replacing *KIDSWORLD* will be the weekly *Young Universe*, which will draw material from the world, as opposed to only the U.S. Sales are on a cash plus one 30-second spot basis. Among clearances are the CBS O&O's, as well as KGO-TV San Francisco; KATU(TV) Portland, Ore.; KCTV(TV) Kansas City; WFSB(TV) Hartford, Conn., and WXYZ-TV Detroit. ■ **Prijatel Productions** will co-produce and syndicate *Bingomania* with Griffin Television on a franchise basis. Griffin debuted the bingo show on its KWTV(TV) Oklahoma City under the title *TV 9 $25,000 Jackpot Bingo* in late September and has been looking for a syndicator for the franchise version (BROADCASTING, Dec. 9). The bingo game keys on viewers ability to win through playing the game at home with locally distributed cards. Stations will get a "turnkey operation," including format, customized animation and music, a visiting producer, and materials including delivery of weekly game cards, promotional support and local advertiser assistance. ■ **Sherry Grant Enterprises** says that it has cleared *Halley Returns*, a package inserts and a half-hour special, in 70 markets covering 65% of the country. The package is produced by the Lee Service Group in association with Sherry Grant Enterprises and includes a half-hour documentary, with a two-minute window for local personality inclusion; 20 30-second advertiser-supported feature segments with opening and closing billboards, and 20 90-second features for news and local programing. Sales are on a cash basis. Recent clearances include WQTV(TV) Boston; WISN-TV Milwaukee; KGGM-TV Albuquerque, N.M.; WWBT(TV) Richmond, Va., and WLOX-TV Biloxi, Miss. ■ **Acama Films** is selling 65 episodes of *King of Kensington*, an off-network series from Canada's CBC. The series, which aired in Canada over four years, stars Al Waxman, who is currently seen in *Cagney and Lacey* on CBS. Sales will be on a cash basis for availability beginning in September. Acama is also offering seven made-for-CBC films for five runs over six years. Among the films are "Love and Larceny," "The Suicide Murders" and "The July Group." Among those appearing in the films is Nicholas Campbell, who appeared in ABC's *The Insiders*. ■ **Hal Roach Studios** says it has already cleared *The Laurel and Hardy Show* in 15 markets

Laurel & Hardy

while at INTV. Previously available in shorter lengths, the classic comedy team are now formated into 26 90-minute episodes. Some of the episodes have been converted to color. The show will be available beginning in May on a cash basis. ■ **RKO Pictures** is offering the 13-part *Soldiers—A History of Men in Battle*, narrated by author Frederick Forsyth, on cash basis. Each one-hour segment looks at war through the eyes of those on the battlefield. The RKO Pictures/BBC-TV co-production previously aired on the BBC and is being offered for the first time in this country. ■ Along with WCBS-TV New York and KMOX-TV St. Louis has purchased *Strike it Rich* from **Blair Entertainment** for its fall debut. The two stations, along with KCBS-TV Los Angeles, have also purchased Blair's *Divorce Court*. In the nation's first and second markets, the two will switch from WNEW-TV and KHJ-TV, respectively.

syndication. In it second season, *Dallas*, sold by Lorimar in 92 markets covering 51.7% of the country, and *Dynasty*, in its first season, sold by Metromedia Producers Corp. in 47 markets covering 48.7% of the country, came out tied with five other shows for 93d, with a 3.4/10. Lorimar's *Knot's Landing*, seen in 20 markets covering 12.5% of the country, had a 3.3/10.

In animated children's strips *G.I. Joe*, sold by Tribune Entertainment in 115 markets covering 84.9% of the country, and *Thundercats*, sold by Telepictures in 109 markets covering 85.2% of the country, both had household ratings of 4/12. *Transformers*, sold by Claster Television in 131 markets covering 89.4% of the country, had a 4/13. Group W Productions' *He-Man* and *Masters of the Universe*, cleared in 111 markets covering 81.5% of the country, had a 3.5/12 rating. But for the 2-11 demographic category, the leader was *Thundercats*, with an 11.4. It was followed by *Transformers*, with an 11.1, and *G.I. Joe*, with a 10.4. *My Little Pony*, a mini-series sold by Claster in seven markets, had a 4/11 in households and an 11.9 in children, 2-11. It becomes a strip next fall.

Sitcom bonanza

Lorimar-Telepictures merger is producing six new comedy programs as trend continues toward nonnetwork first-run shows

Showing what can happen when two major independent program suppliers merge their companies, Lorimar-Telepictures announced that it will have six half-hour sitcoms on the air in 1986. A year ago neither company was

Return of Stacey Keach helps CBS to third ratings victory

The week of Dec. 30-Jan. 5 gave CBS its third win in the 15 weeks of the prime time season, and its first win since the ninth week. CBS did it with an 18.7 average rating and a 29 average share according to Nielsen's National Television Index. NBC followed with a 17.9/28, while ABC had a 12/19.

The CBS win was due in no small part to an uncharacteristically strong performance on Wednesday, a night that has given the network trouble throughout the season. While NBC and ABC were showing college football games, a CBS Special Movie Presentation, ***Intimate Strangers***, featuring actor Stacey Keach's return to television after serving time in a British jail for drug possession, ranked third for the week. It scored a 26.4/38 from 9 to 11 p.m. Appearing with Keach in the story of a couple reunited after separation at the end of the Vietnam war were Teri Garr and Cathy Lee Crosby.

Complementing the movie's performance on Wednesday was the week's 16th-ranked show (with its season-to-date high), ***Mary*** (21/29), and a strong performance from an original Charlie Brown special, ***Happy New Year Charlie Brown*** (19.7/27), following it. The CBS Wednesday performance, 24.4/35, was its highest for any night this year.

CBS had another reason to cheer—its highest-rated Monday of the year with a 21.9/35. All four CBS shows that evening posted season-to-date records. At 8-9, ***Scarecrow and Mrs. King*** ranked 18th with a 20.5/32; at 9, ***Kate and Allie*** (23.3/35) ranked sixth; at 9:30, ***Newhart*** (23/35) ranked seventh, and at 10-11, ***Cagney and Lacey*** (21.9/38) ranked 12th. All four were repeats.

Ratings statistics continued their slow winter slide. HUT levels (homes using television) for the week were 64.5, down 1% from 65.3 during the same week last year. Combined network ratings were also down 1%, from 49 last year to 48.6 this year. The three-network share was roughly the same at 75.3.

■ Opposite CBS's Monday winners, the Gator Bowl on ABC had an 11.6/19, and ran third except from 10 to 11 when it beat NBC's ***American Almanac*** (8.8/15) which moves to Tuesday beginning March 4. ***Tribute***, the NBC Monday Night Movie, did a 14.2/22.

■ ABC won Tuesday night with repeats of its normal lineup. On NBC, the Orange Bowl Parade was second in its 8-9 time period with a 13.6/24. An ***A Team*** episode moved to 9-10 came in second in that slot. From 9-11, the CBS Tuesday Night Movie, "Night Shift," won its second hour. A repeat of ***Remington Steele*** was third at 10-11, while ABC's ***Spenser: For Hire*** (11/22) was second.

■ While CBS did not face strong competition on Wednesday from ABC's broadcast of the Sugar Bowl (6.8/10), NBC was a little more than two points behind CBS for the night with an overrun of the Rose Bowl which ranked ninth, and the 14th-ranked Orange Bowl. The Rose Bowl overrun beat ***Mary*** in its time period. NBC had a 22.1/32 on the night.

■ NBC took another Thursday with its four-show, 8-10 p.m. comedy block, of which only ***Cheers*** (23/33) and ***Night Court*** (19.8/29) were repeats. The night's other repeats were ABC's ***Shadow Chasers*** (4.7/7) and NBC's ***Hill Street Blues*** (13/21).

■ CBS won Friday as ***Twilight Zone*** (14.9/23) and ***Falcon Crest*** (18.8/31) were each second in their respective 8-9 and 10-11 time periods, and the 12th-ranked ***Dallas*** (21.9/33) won 9-10 easily. In the first week of exchanged time slots, NBC's ***Misfits of Science***, at 8 p.m., got a 13.5/21, while ***Knight Rider***, at 9 p.m., got a 14.7/22. ***Miami Vice*** (22.7/37) was the 10th-ranked show of the week.

■ NBC's Saturday comedy block featured two repeats—***Facts of Life*** (19.6/30) and the 11th-ranked ***Golden Girls*** (22.6/35). NBC won every hour of the night. On CBS, a three-hour CBS Saturday Night Movie, "Superman," did a 14.6/23.

■ While CBS's Sunday was not the highest-ranking night of the week for that network as it usually is, it included the fifth-ranked ***60 Minutes*** (25.2/37), the fourth-ranked ***Murder, She Wrote*** (26.1/35), and a season-to-date high for ***Trapper John, M.D.*** (17.8/27) in its final performance in that time period before moving to Wednesday. ***Blacke's Magic***, the NBC Sunday Night Movie, ranked 14th for the week with a 21.8/32, prior to its move to Wednesday as a replacement for ***Helltown***.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	34.9/50
2.	Family Ties	NBC	31.2/44
3.	Intimate Strangers	CBS	26.4/38
4.	Murder, She Wrote	CBS	26.1/35
5.	60 Minutes	CBS	25.2/37
6.	Kate & Allie	CBS	23.3/36
7.	Newhart	CBS	23.0/36
8.	Cheers	NBC	23.0/33
9.	Football, Rose Bowl	NBC	22.8/33
10.	Miami Vice	NBC	22.7/37
11.	Golden Girls	NBC	22.6/35
12.	Cagney & Lacey	CBS	21.9/38
13.	Dallas	CBS	21.9/33
14.	Blacke's Magic	NBC	21.8/32
15.	Football, Orange Bowl	NBC	21.3/33
16.	Mary	CBS	21.0/29
17.	Amazing Stories	NBC	20.9/29
18.	Scarecrow & Mrs. King	CBS	20.5/32
19.	227	NBC	19.8/31
20.	Night Court	NBC	19.8/29
21.	Charlie Brown Special	CBS	19.7/27
22.	Knots Landing	CBS	19.6/32
23.	Facts of Life	NBC	19.6/30
24.	Alfred Hitchcock Presents	NBC	19.3/28
25.	Gimme a Break	NBC	19.0/30
26.	Crazy Like a Fox	CBS	19.0/27
27.	The Defiant Ones	ABC	18.9/28
28.	Falcon Crest	CBS	18.8/31
29.	Simon & Simon	CBS	18.3/28
30.	Who's the Boss	ABC	18.0/31
31.	Trapper John, M.D.	CBS	17.8/27
32.	Hunter	NBC	17.1/28
33.	20/20	ABC	17.0/28
34.	Magnum P.I.	CBS	16.3/23
35.	Webster	ABC	16.2/26
36.	Mr. Belvedere	ABC	16.1/25
37.	Growing Pains	ABC	15.6/28
38.	Twilight Zone	CBS	14.9/23
39.	Knight Rider	NBC	14.7/22
40.	Superman	CBS	14.6/23
41.	Silver Spoons	NBC	14.6/21
42.	Dynasty II: The Colbys	ABC	14.6/21
43.	Tribute	NBC	14.2/22
44.	Moonlighting	ABC	13.6/25
45.	Orange Bowl Parade	NBC	13.6/24
46.	Misfits of Science	NBC	13.5/21
47.	Punky Brewster	NBC	13.1/19
48.	Hill Street Blues	NBC	13.0/21
49.	MacGyver	CBS	12.9/18
50.	Diff'rent Strokes	ABC	12.5/19
51.	Love Boat	ABC	12.0/19
52.	Football, Gator Bowl	ABC	11.6/19
53.	Night Shift	CBS	11.5/22
54.	Benson	ABC	11.4/17
55.	A Team	NBC	11.3/21
56.	Spenser: For Hire	ABC	11.0/22
57.	Fall Guy	ABC	10.8/17
58.	Ripley's Believe It or Not	ABC	10.5/15
59.	Remington Steele	NBC	10.1/21
60.	Stir Crazy	CBS	8.8/15
61.	American Almanac	NBC	8.8/15
62.	Football, Sugar Bowl	ABC	6.8/10
63.	Our Family Honor	ABC	5.4/9
64.	Shadow Chasers	ABC	4.7/7

*indicates premiere episode

David H. Williams (22.5%) and John J. Boyle (22.5%). It has no other broadcast interests. Filed Dec. 16.

■ Richmond, Va.—Kasbah Communications Corp. seeks 101.1 mhz; 3 kw; HAAT: 249 ft. Address: 3455 E. 31st Ave., Denver 80205. Principal is equally owned by Chester A. Berry, Shelton A. Bouknight, Steven A. Kiper and Sylvester Freeman. It has no other broadcast interests. Filed Dec. 16.

■ Richmond, Va.—Radio Richmond seeks 101.1 mhz; 3 kw; HAAT: 302.6 ft. Address: P.O. Box 699, Charleston, W.Va., 25414. Principal is owned by Thomas C. Gullett, general manager of WXVA-AM-FM Charlestown, W.Va., and WGMD(AM) Rehoboth Beach, Del. Filed Dec. 16.

■ Lady Lake, Fla.—Lady Lake Wireless Educational Foundation seeks 91.1 mhz; 25 kw; 100 ft. Address: 2005 Marion Co. Rd., 32659. Principal is owned by Charles B. Washington and Darrell Carr. It has no other broadcast interests. Filed Dec. 16.

TV's

■ Denver—Don Thomas Moore seeks ch. 59; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,156.4 ft.; ant. height above ground: 75 ft. Address: 24658 Foothills Dr. N., Golden, Colo. 80401. Principal has no other broadcast interests. Filed Dec. 31.

■ Denver—Galt Communications Inc. seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 967 ft.; ant. height above ground: 190 ft. Address: 539 S. Clarkson St., 80209. Principal is owned by Carmen Galt and Carmen Lapp, who have no other broadcast interests. Filed Dec. 30.

Facilities Changes

Applications

AM's

Tendered

■ WRCP (1290 khz) Providence, R.I.—Seeks CP to increase night power to 5 kw. App. Dec. 31.

Accepted

■ KKJB (1000 khz) Marion, Tex.—Seeks MP to change TL. App. Dec. 31.

■ WRIG (1390 khz) Schofield, Wis.—Seeks CP to change nighttime radiation. App. Dec. 31.

FM's

Tendered

■ *WNHS (88.7 mhz) Portsmouth, Va.—Seeks CP to change TL; change ERP to 20 kw; change HAAT to 185.69 ft.; and make changes in ant. sys. App. Jan. 6.

Accepted

■ WEIZ-FM (100.1 mhz) Phoenix City, Ala.—Seeks CP to change SL to Phenix, Ala. App. Jan. 2.

■ *WPCS (89.3 mhz) Pensacola, Fla.—Seeks CP to change TL; change HAAT to 1,564.56 ft., and make changes in ant. sys. App. Jan. 6.

■ *WICN (90.5 mhz) Worchester, Mass.—Seeks CP to install aux. sys. App. Dec. 31.

■ *KMSU-FM (89.7 mhz) Mankato, Minn.—Seeks mod. of CP to construct new tower; install new ant., and install new transmission line. App. Dec. 31.

■ WPST (97.5 mhz) Trenton, N.J.—Seeks CP to change ERP to 50 kw and change HAAT to 429.68 ft. App. Jan. 6.

■ KEBQ (92.1 mhz) Ardmore, Okla.—Seeks CP to change TL; change ERP to .3 kw, and change HAAT to 328 ft. App. Dec. 31.

■ *KNGX-FM (91.3 mhz) Claremore, Okla.—Seeks CP to change ERP to 3 kw. App. Jan. 6.

■ *KRSD (88.1 mhz) Sioux Falls, S.D.—Seeks CP to change ERP to 2 kw. App. Jan. 6.

■ WALV (95.3 mhz) Cleveland, Tenn.—Seeks CP to change TL; change ERP to 1.48 kw, and change HAAT to 435 ft. App. Dec. 31.

TV's

Accepted

■ KOVR (ch. 13) Stockton, Calif.—Seeks CP to change HAAT to 1,950 ft. and change TL. App. Dec. 31.

■ WYMT-TV (ch. 57) Hazard, Ky.—Seeks MP to change ERP to vis. 2,630 kw, aur. 263 kw. App. Jan. 6.

■ WBNA (ch. 21) Louisville, Ky.—Seeks MP to move SL outside Louisville city limits. App. Dec. 31.

■ WPXT (ch. 51) Portland, Me.—Seeks MP to change ERP to vis. 3,011 kw, aur. 301.1 kw; change HAAT to 916.6 ft., and make changes in ant. sys. App. Jan. 6.

■ *KOCV-TV (ch. 36) Odessa, Tex.—Seeks CP to change HAAT to 502 ft. and change TL. App. Dec. 31.

Actions

FM's

■ WQSB (105.1 mhz) Albertville, Ala.—Granted app. to change TL; change HAAT to 1,000 ft., and change ERP to 100 ft. Action Dec. 23.

■ KKOL (107.1 mhz) Hampton, Ark.—Granted app. to change TL and change HAAT to 314 ft. Action Dec. 23.

■ KJMB-FM (100.3 mhz) Blythe, Calif.—Granted app. to change TL; change HAAT to 57 ft., and change ERP to 36.4 kw. Action Dec. 20.

■ *KPRN (89.5 mhz) Grand Junction, Colo.—Granted app. to change TL. Action Dec. 24.

■ WQLM-FM (92.7 mhz) Punta Gorda, Fla.—Dismissed app. to change HAAT to 328 ft. Action Dec. 19.

■ WZWZ (92.7 mhz) Kokomo, Ind.—Granted app. to change freq. to 92.7 mhz. Action Dec. 16.

■ WXUS (92.7 mhz) Lafayette, Ind.—Granted app. to change freq. to 93.5 mhz. Action Dec. 16.

■ WOKZ (104.9 mhz) Muncie, Ind.—Granted app. to change HAAT to 328 ft. and change TL. Action Dec. 16.

■ KQLA (103.9 mhz) Ogden, Kan.—Granted app. to change TL and change HAAT to 315 ft. Action Dec. 24.

■ WAMX (93.7 mhz) Ashland, Ky.—Granted app. to change ERP to 100 kw and 741.28 ft. Action Dec. 19.

■ KQID-FM (93.1 mhz) Alexandria, La.—Granted app. to operate formerly authorized facilities as aux. Action Dec. 20.

■ WBYU (95.7 mhz) New Orleans—Dismissed app. to change TL and change HAAT to 1,001 ft. Action Dec. 19.

■ KOGM (107.1 mhz) Opelousas, La.—Granted app. to install new transmission sys. Action Dec. 20.

■ WROG (102.9 mhz) Cumberland, Md.—Granted app. to change ERP to 3.5 kw and change HAAT to 1,438 ft. Action Dec. 19.

■ *WFXM (88.1 mhz) Frederick, Md.—Dismissed app. to change TL; change ERP to 3.2 kw, and change HAAT to 849.52 ft. Action Dec. 27.

■ *WBFH (88.1 mhz) Bloomfield Hills, Mich.—Dismissed app. to change freq. to 91.3 mhz; change ERP to .057 kw, and install new nonDA. Action Dec. 13.

■ *WBJB-FM (90.5 mhz) Lincroft, N.J.—Dismissed app. to change ERP to 22 kw; change HAAT to 110 ft., and make changes in ant. sys. Action Dec. 20.

■ KHBN (92.7 mhz) Socorro, N.M.—Granted app. to change TL; change ERP to 3 kw and change HAAT to minus 234 ft. Action Dec. 24.

■ *WBFO (88.7 mhz) Buffalo, N.Y.—Granted app. to correct coordinates and tower height. Action Dec. 24.

■ WYNT (95.9 mhz) Upper Sandusky, Ohio—Dismissed app. to change TL and change HAAT to 328 ft. Action Dec. 19.

■ WHOT-FM (101.1 mhz) Youngstown, Ohio—Granted app. to move SL to 4040 Simon Road, Youngstown. Action Dec. 4.

■ WGSX (94.7 mhz) Bayamon, P.R.—Granted app. to change ERP to 31.9 kw and change HAAT to 1,777.43 ft. Action Dec. 20.

■ WBAW (101.7 mhz) Barnwell, S.C.—Granted app. to change HAAT to 328 ft. Action Dec. 20.

■ WKZQ-FM (101.7 mhz) Myrtle Beach, S.C.—Granted app. to install new transmission sys. Action Dec. 11.

■ KRLB-FM (99.5 mhz) Lubbock, Tex.—Granted app. to change ERP to 100 kw; change HAAT to 817.05 ft., and change TL. Action Dec. 24.

■ KRGT (92.1 mhz) Taylor, Tex.—Granted app. to change community of lic. to Hutto, Tex.; change TL, and make changes in ant. sys. Action Dec. 20.

■ WJVL-FM (99.9 mhz) Janesville, Wis.—Dismissed app. to change TL; change ERP to 19 kw; change HAAT to 500 ft., and make changes in ant. sys. Action Dec. 27.

■ WVCY (107.7 mhz) Milwaukee—Granted app. to change TL, change ERP to 24 kw, change HAAT to 539 ft., and make changes in ant. sys. Action Dec. 23.

TV's

■ KCRA-TV (ch. 3) Sacramento, Calif.—Granted app. to install aux. ant. Action Dec. 18.

■ KXTV (ch. 10) Sacramento, Calif.—Granted app. to change HAAT to 1,953 ft.; change ant., and change TL. Action Dec. 20.

■ KCNC-TV (ch. 4) Denver—Granted app. to install new transmission line. Action Dec. 20.

■ KSHO-TV (ch. 26) Honolulu—Granted app. to reduce mechanical beam tilt in ant. from minus 2 degrees to minus 1 degrees. Action Dec. 20.

■ WWTO-TV (ch. 35) La Salle, Ill.—Granted app. to change ERP to vis. 5,000 kw, aur. 510 kw; change HAAT to 1,987 ft., and change TL. Action Dec. 20.

■ KTAJ (ch. 16) St. Joseph, Mo.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 506.76 ft., and change TL. Action Dec. 20.

■ KSBI (ch. 52) Oklahoma City—Granted app. to change ERP to vis. 1,355 kw, aur. 135.5 kw and change HAAT to 601 ft. Action Dec. 20.

■ WAPA-TV (ch. 4) San Juan, P.R.—Granted app. to install new aux. ant. sys. Action Dec. 18.

■ WCSC-TV (ch. 5) Charleston, S.C.—Granted app. to change HAAT to 1,960 ft.; change ant., and change TL. Action Dec. 20.

Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

In Contest

Review board made following decision

■ Old Saybrook, Conn., and Farmingville, N.Y. (MATS and Edward Mullarkey) PCS proceeding. Scheduled oral argument for Jan. 17 on exceptions to initial decision of ALJ Walter C. Miller granting app. of MATS for new public coast station at Old Saybrook, Conn., and denying competing app. of Edward Mullarkey for same service at Farmingville, N.Y. Each party has 20 minutes for argument. Mullarkey may reserve part of his time for rebuttal. By letter, Dec. 19.

ALJ John M. Frysiak made following decisions

■ Cleremont, Fla. (South Lake Communications, et al) TV proceeding. By separate orders, granted motion by Big Chief